

REMARKS

The present Amendment is in response to the Official Action mailed June 14, 2007, and further to the Response submitted September 26, 2007. In this Amendment, Applicants have added claims 14-17. Support for these claims may be found in the specification, for example, in Fig. 1 and Fig. 4, and on pages 7-8 and 14-19. No new matter has been added.

Of the newly added claims, claims 14 and 17 are independent. Claim 14 relates to a system comprising a receiver communicatively coupled to a viewing and listening information computing apparatus. The receiver includes a receiving unit for receiving a broadcast. The viewing and listening information computing apparatus includes a program management computer, which receives program information including a program ID. This program information, along with a receiver ID, is used to compute viewing and listening information for each segment of a program. This information may then be transmitted to a program producer.

None of the references cited disclose the limitations of new claim 14, taken alone or in combination. Accordingly, Applicants respectfully submit that claim 14 is patentable and request that it be allowed.

Claims 15 and 16 depend from claim 14, and thus include all the limitations thereof. Further, claim 15 adds that the receiver and viewing and listening information computing apparatus of coupled via a network including the Internet. Such limitation is not disclosed in the prior art references. For at least the reasons discussed above in connection with claim 14, Applicants respectfully submit that claims 15 and 16 are patentable, and therefore requests allowance of same.

New claim 17 includes limitations similar to those of new claim 14. Specifically, claim 17 recites receiving a

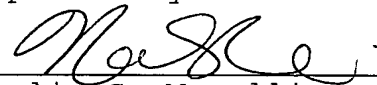
broadcast via a receiver and computing viewing and listening information for each segment of a program based on the information received. Thus, for at least the reasons discussed in connection with claim 14, Applicants respectfully submit that claim 17 is patentable and request allowance of same.

As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited. If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Dated: October 30, 2007

Respectfully submitted,

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